

# WBQH 1050AM SILVER SPRING, MD

COMMUNITY COMMITMENT REPORT 3<sup>RD</sup> QUARTER 2013
JUNE 30<sup>TH</sup> • SEPTEMBER 28<sup>TH</sup>

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DIRECTOR OF PUBLIC AFFAIRS
NEWS ADMINISTRATOR

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### **PUBLIC AFFAIRS PROGRAMS**

WBQH La Mera Mera Radio offers its listeners a diverse mix of news, consumer affairs, and inspirational programming with a variety of entertaining and though-provoking hosts. All programs air every Sunday.

#### PARENTS PERSPECTIVE

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, Parents' Perspective, interviewing guest experts on a different child rearing issue each week.

#### OF CONSUMING INTERESTS

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

#### MUSIC AND THE SPOKEN WORD

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

### SPORTS PROGRAMMING

WBQH La Mera Mera Radio is also part of the Federal News Radio Sports Network, airing games for Washington Nationals Baseball, Navy Football, D.C. United Soccer, American University Basketball, and George Washington University Basketball.

#### PARENTS PERSPECTIVE

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

- Sept. 29<sup>th</sup> PP #1 • 4:30am • 28 min • Color Theory - Mary Anne Reilly, artist, Washington, DC
  - PP #2 5:00am 28 min Cyberspace Advertising for Children Michael Brody, M.D., Adult and Child Psychiatrist; author, Messages: Self-Help Through Popular Culture
- Sept. 22<sup>nd</sup> PP #1 • 4:30am • 28 min • Ethics for Children - Adriana Murphy, seventh grade social studies teacher and eighth grade ethics teacher, Green Acres School, Rockville, MD.
  - PP #2 5:00am 28 min Tricks of the Trade Dr. Douglas A. Riley, EdD, licensed clinical psychologist; author, Dr. Riley's Box of Tricks: 80 Uncommon Solutions for Everyday Parenting Problems
- Sept. 15<sup>th</sup> PP #1 • 4:30am • 28 min • Plugged In Kids - Lee Rainie, Director, Pew Research Center's Internet & American Life Project
  - PP #2 5:00am 28 min Children's Friendships Cathy Cohen, Social Worker in private practice and run a group therapy program called Stepping Stones, and Dr. Ron Vanderlou, a Psychologist in private practice
- Sept. 8<sup>th</sup> PP #1 • 4:30am • 28 min • Kids Making Mistakes - Susan Rail, licensed clinical social worker. Remember this important slogan: Practice makes progress!
  - PP #2 5:00am 28 min Bullying Dr. Maureen Donnelly, an Adolescent Psychologist in private practice and on the teaching faculty Georgetown University Medical Center and Children's Hospital Center, Barbara Herwitz, an experienced elementary and middle school teacher
- Sept. 1<sup>st</sup> PP#1 • 4:30am • 28 min • Parenting: A Growth Experience - Wade F. Horn, Ph.D., clinical child psychology; director in Deloitte Consulting LLP Public Sector Practice
  - PP#2 5:30am 28 min Down Time William R. Stixrud, Ph.D., clinical neuropsychologist

- Aug. 25<sup>th</sup>
  PP #1 4:30am 28 min Intergenerational Relationships Deborah Stiller, Director of
  Program Operations at Interages, and Margaret Merring, a Counselor at Farmland
  Elementary School
  - PP #2 5:00am 28 min Our Legacy to Our Children Dr. Douglas A. Riley, EdD, licensed clinical psychologist; author, Dr. Riley's Box of Tricks: 80 Uncommon Solutions for Everyday. Parenting Problems
- Aug. 18<sup>th</sup>
   PP #1 4:30am 28 min Environmental Education Vini Schoene, Director of the Burgundy
   Center for Wildlife Studies, Cooper's Cove Wildlife Sanctuary
  - PP #2 5:00am 28 min Twin Siblings and Families Nancy Segal, Ph.D., Professor of Psychology; Director, Twin Studies Center, California State University; author, Someone Else's Twin: The True Story of Babies Switched at Birth
- Aug. 4<sup>th</sup> PP #1 • 4:30am • 28 min • Cyberspace Advertising for Children - Michael Brody, M.D., Adult and Child Psychiatrist; author, Messages: Self-Help Through Popular Culture
  - PP #2 5:00am 28 min Hearing Carol Stock Kranowitz, author, The Out-of-Sync Child and (with Joye Newman) Growing An In-Sync Child
- Jul. 28<sup>th</sup> PP #1 • 4:30am • 28 min • Plugged In Kids - Lee Rainie, Director, Pew Research Center's Internet & American Life Project
  - PP #2 5:00am 28 min Children's Friendships Cathy Cohen, Social Worker in private practice and run a group therapy program called Stepping Stones, and Dr. Ron Vanderlou, a Psychologist in private practice
- Jul. 21<sup>st</sup>
   PP #1 4:30am 28 min Kids Making Mistakes Susan Rail, licensed clinical social worker.
   Remember this important slogan: Practice makes progress!
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- Jul. 14<sup>th</sup> PP#1 • 4:30am • 28 min • Parenting: A Growth Experience - Wade F. Horn, Ph.D., clinical child psychology; director in Deloitte Consulting LLP Public Sector Practice
  - PP#2 5:00am 28 min Down Time William R. Stixrud, Ph.D., clinical neuropsychologist
- Jun. 30<sup>th</sup>
   PP #1 4:30am 28 min Environmental Education Vini Schoene, Director of the Burgundy
   Center for Wildlife Studies, Cooper's Cove Wildlife Sanctuary

PP #2 • 5:00am • 28 min • Twin Siblings and Families - Nancy Segal, Ph.D., Professor of Psychology; Director, Twin Studies Center, California State University; author, Someone Else's Twin: The True Story of Babies Switched at Birth

### MUSIC AND THE SPOKEN WORD

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

- Sept. 29<sup>th</sup> 5:30am 28:00 min Program 4380
- Sept. 22<sup>nd</sup> 5:30am 28:00 min Program 4379
- Sept. 15<sup>th</sup> 5:30am 28:00 min Program 4378
- Sept. 8<sup>th</sup> 5:30am 28:00 min Program 4377
- Sept. 1<sup>st</sup> 5:30am 28:00 min Program 4376
- Aug. 25<sup>th</sup> 5:30am 28:00 min Program 4375
- Aug. 18<sup>th</sup> 5:30am 28:00 min Program 4374
- Aug. 4<sup>th</sup> 5:30am 28:00 min Program 4371
- Jul. 28<sup>th</sup> 5:30am 28:00 min Program 4369
- Jul. 21<sup>st</sup> 5:30am 28:00 min Program 4368
- Jul. 14<sup>th</sup> 5:30am 28:00 min Program 4366
- Jun. 30<sup>th</sup> 5:30am 28:00 min Program 4320

### **OF CONSUMING INTERESTS**

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

- Sept. 29<sup>th</sup> OCI #1 • 6:00am • 25:00 min • Crime Prevention - Michelle Boykins of the National Crime Prevention Council discusses cyberbullying, Internet safety, increasing violence against teens and the McGruff Club.
  - OCI #2 6:30am 25:00 min When to Retire Knight Kiplinger, who heads the Kiplinger financial media company in Washington, D.C., talks about when to retire.
- Sept. 22<sup>nd</sup> OCI #1 • 6:00am • 25:00 min • Climate Change - Pat Michaels of the Cato Institute discusses the impact of climate change-related regulations on the economy and the consumer.
  - OCI #2 6:30am 25:00 min Farmers Market Olney Farmers Market with Janet Terry.
- Sept. 15<sup>th</sup> OCI #1 • 6:00am • 25:00 min • Insurance Fraud - James Quiggle from the Coalition Against Insurance Fraud discusses the cost of insurance fraud and some of the common frauds which can cost consumers money as well as their lives
  - OCI #2 6:30am 25:00 min The Future of Smartphone Technology Rob Forsyth, vice president and general manager at AT&T Mobility, speaks to the future of smartphone technology.
- Sept. 8<sup>th</sup> OCI #1 • 6:00am • 25:00 min • Making the legal system more consumer-friendly - Tom Gordon from Responsive Law discussing the organization's efforts to make the legal system more accessible to consumers.
  - OCI #2 6:30am 25:00 min Planning for retirement Stuart Ritter, a certified financial planner with T. Rowe Price, discusses retirement planning and investment.
- Sept. 1<sup>st</sup> OCI #1 • 6:00am • 25:00 min • The Green House - Mike Baldwin, of Baldwin Homes, and Tim McDonough, an interior designer, discuss a green-house that can be heated and cooled for about \$200 a month. The profits from this environment-friendly house will be donated to charity.
  - OCI #2 6:30am 25:00 min Saving Money On Taxes The Nightly Business Report's "tax guru," Kevin McCormally, talks about ways you can lessen your income tax burden for the current year.

- Aug. 25<sup>th</sup>
  - OCI #1 6:00am 25:00 min Cell Phones John Walls with CTIA, The Wireless Association, discusses responsible use of cell phones, new technology, and the organization's consumer education programs.
  - OCI #2 6:30am 25:00 min Insurance Fraud James Quiggle from the Coalition Against Insurance Fraud discusses the cost of insurance fraud and some of the common frauds which can cost consumers money as well as their lives.
- Aug. 18<sup>th</sup> OCI #1 • 6:00am • 25:00 min • Family Services - Tom Harr and Susan Ward of Family Services discuss the agency's programs for victims of domestic violence, people with mental issues, and child development programs.
  - OCI #2 6:30am 25:00 min Marc Parsont, a nationally certified massage therapist, discusses the various types of massage and how they help relieve pain and increase flexibility as well as help prevent injuries.
- Aug. 4<sup>th</sup> OCI #1 6:00am 25:00 min Heart Health Dr. Richard Rubin, a Chevy Chase cardiologist and chief of cardiology at Sibley Hospital, discusses how fats, carbs, diet and exercise affect the heart.
  - OCI #2 6:30am 25:00 min Insurance Fraud Jim Quiggle of the Coalition Against Insurance Fraud discusses the enormous cost of insurance fraud and some notorious scams.
- Jul. 28<sup>th</sup> OCI #1 • 6:00am • 25:00 min • Colon Cancer - Dr. Richard Gelfand discusses colon cancer, which is the second most common cause of cancer deaths in this country.
  - OCI #2 6:30am 25:00 min Add-On Insurance Bob Hunter of the Consumer Federation of America discusses add-on insurance policies that cost consumers millions and may not be needed.
- Jul. 21<sup>st</sup> OCI #1 • 6:00am • 25:00 min • Chris Basso, public relations manager for Carfax, discusses buying a used car, the importance of checking its history and having it inspected by a mechanic before making a purchase.
  - OCI #2 6:30am 25:00 min Center For Auto Safety Clarence Ditlow of the Center for Auto Safety talks about safety recalls, how new technology is used to reduce truck accidents, cars that drive themselves and much more.

- - OCI #1 6:00am 25:00 min Crime Prevention Michelle Boykins of the National Crime Prevention Council discusses cyberbullying, Internet safety, increasing violence against teens and the McGruff Club.
  - OCI #2 6:30am 25:00 min When to Retire Knight Kiplinger, who heads the Kiplinger financial media company in Washington, D.C., talks about when to retire.
- Jun. 30<sup>th</sup>
   OCI #1 6:00am 25:00 min Consumer Checkbook Kevin Brasler of the Consumers'
   Checkbook talks about finding the best service people in your area.
  - OCI #2 6:30am 25:00 min Viral Hate Chris Wolf, an Internet lawyer with Hogan Lovells, discusses his new book, "Viral Hate," and ways to stop the spread of hate on the Web without government regulation or stifling free speech.

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### **ASCERTAINMENT**

As part of our continuing effort to serve our listeners, WBQH La Mera Mera talked with various governmental and community leaders about the issues facing our area. The Top Three concerns were: Jobs/The Economy, Education, and Crime and Public Safety

#### The Top Issues were:

- 1. Jobs/The Economy
- 2. Transportation
- 3. Crime and Public Safety
- 4. Education
- 5. Ethics/Government Accountability
- 6. Health Care
- 7. Economic Development
- 8. Immigration Reform

### **PUBLIC SERVICE CAMPAIGNS**

WBQH La Mera Mera, in addition to its public affairs programming, broadcasts the following public service campaigns:

- BoostAttendance.org
- Children's Oral Health
- Childhood Obesity Prevention
- Community Engagement
- Emergency Preparedness
- Employment Opportunities
- Financial Literacy
- Health and Wellness
- High School Dropout Prevention
- Hispanic College Preparation
- Hope For Homeowners Facing Foreclosure
- Immigration Reform
- Internship Opportunities
- March of Dimes
- Nutrition Education
- School Attendance Matters
- Underage Drinking Prevention
- ⊕ USO